

MERGER ANNOUNCEMENT M/23/039 – BAUER GROUP/ WILTON RADIO LIMITED TRADING AS IRADIO FM

Section 21 of the Competition Act 2002

Competition and Consumer Protection Commission clears the proposed acquisition by Bauer Media Audio Holding GmbH, a subsidiary of Heinrich Bauer Verlag Beteiligungs GmbH, a company that is part of the Bauer Media group of companies of sole control of Wilton Radio Limited, the holding company for I Radio Limited, iRadio North East & Midlands Limited and IC Radio Limited.

1 September 2023

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Bauer Media Audio Holding GmbH, a subsidiary of Heinrich Bauer Verlag Beteiligungs GmbH, a company that is part of the Bauer Media group of companies, would acquire sole control of Wilton Radio Limited, the holding company for I Radio Limited, iRadio North East & Midlands Limited and IC Radio Limited. The proposed transaction was notified under the Competition Act 2002, as amended, on 16 August 2023.

The Commission has formed the view that the proposed transaction will not substantially lessen competition in any market for goods or services in the State. The Commission will publish the reasons for its determination on its website no later than 60 working days after the date of the determination and after allowing the parties the opportunity to request that confidential information be removed from the published version.

Additional Information

Heinrich Bauer Verlag Beteiligungs GmbH is the ultimate parent of Bauer Media Audio Holding GmbH, a company that is part of the Bauer Media group of companies. The Bauer Group is a privately-owned German media business. It reaches over 200 million consumers worldwide and operates in 14 countries: the Czech Republic, Denmark, Finland, France, Germany, Israel, Norway, Poland, Portugal, Slovakia, Spain, Sweden, the UK and Ireland.

Wilton Radio Limited is a company incorporated in Ireland and the holding company of the following Irish registered companies: I Radio Limited, iRadio North East & Midlands Limited and IC Radio Limited.

Wilton Radio Limited operates the iRadio radio channel and associated iRadio mobile app aggregating its content. iRadio is comprised of iRadio North West and iRadio North East which are collectively regional commercial radio stations, which broadcast, throughout the North West Region as iRadio North West, and the North East and Midlands Region as iRadio North East.